

Press Statement

For Immediate Release

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KUALA LUMPUR MAYOR'S TOURISM AWARDS 2014 TROPHY & AWARD PARTNERS UNVEILED

Thursday 24th April 2014. Kuala Lumpur: The Kuala Lumpur Mayor's Tourism Awards Trophy, was unveiled today at the Shangri-La Hotel Kuala Lumpur by the Mayor of Kuala Lumpur, YBhg. Datuk Seri Ahmad Phesal Talib. *"The trophy will be awarded to 32 establishments and individuals that have delivered innovations, quality service and products on par with global offerings and the standards created by them will act as our benchmark for excellence, across tourism sector in Kuala Lumpur. Of the 32 trophy awards, 18 awards are platinum and 14 gold awards"*, said Datuk Seri Ahmad Phesal.

Custom Designed Trophy for Kuala Lumpur Mayor's Tourism Awards 2014 Award Recipients

The design of the rhodium-plated trophies which incorporates KLMTA's signature five gold stars is the epitome of luxury. Putman's exceptional blueprint and the collaboration between Christofle International and Christofle Malaysia, has produced one-of-a-kind silver trophies befitting the status of the awards and its recipients.

"Christofle is delighted to once again announce its collaboration with the prestigious 2014 KL Mayor's Tourism Awards (KLMTA) with the creation of specially customized silver Christofle trophies for the Awards, exclusively created by internationally renowned cutting-edged, modernist designer Andree Putman", said Mr Antoine Bakhache, Managing Director of Bakhache Luxuries Sdn. Bhd.

YES Announces Partnership with Kuala Lumpur Mayor's Tourism Awards 2014

Yes, a mobile 4G brand under YTL Communications Sdn Bhd at the same event officially announced that it has partnered with Kuala Lumpur Mayor's Tourism Awards 2014 (KLMTA 2014) to transform the awards judging system into a cloud-based, digital platform made possible by high-speed mobile Internet and technology.

The panel of judges for all 11 main categories in this year's awards will be connected to the Yes, Malaysia's largest 4G network with nationwide footprint, where they can easily review and evaluate each entry online anytime, anywhere on their Samsung 4G Chromebook. These Chromebooks are sleek, thin and lightweight, making them ideal for daily computing needs. The cloud-computing devices come with built-in 4G chipset that enables seamless and always-on Internet.

Scores are then automatically submitted for online tabulation, eliminating the need for hand-scoring and guarantees that all scores are accurate. This new way of cloud-based judging platform streamlines the review processes, making it simple, easy and effective to help the community to move forward with new technology. At the unveiling of KLMTA 2014's awards partners, Dato Yeoh Soo Keng, Executive Director of YTL said, *"As Malaysia's largest 4G network, we at Yes are proud to be partnering with the Kuala Lumpur Mayor's Tourism Awards 2014 and to lend our full support to one of the most respected award programs that celebrate excellence in the tourism sector in this city."* *"This new method of paperless judging is the first of its kind which leverages the fusion of Internet and cloud computing technology. For a renowned awards recognition platform such as Kuala Lumpur Mayor's Tourism Awards, a sophisticated judging infrastructure with high-speed broadband network is essential. At Yes, we facilitate the judging of entries by providing the panel with 24/7 secure online access to entries for real-time review and scoring,"* added YTL Communications Chief Executive Officer Wing K. Lee.

"What I like about this new tech judging method by YES, is - it is paperless, it promotes a transparent judging process and accurate results will be produced", said the Mayor of Kuala Lumpur.

Other Award Partners announced:

The Mayor of Kuala Lumpur took the opportunity to acknowledge other KLMTA 2014 award partners; the Shangri-La Hotel, Malaysia Airlines and Bon Zainal. Eplus Entertainment production (M) Sdn Bhd and Intuitive Sound Sdn. Bhd. will collaborate with KLMTA to stage a red-carpet evening which will include a gala dinner, top entertainment and the presentation of the most coveted awards in the KL tourism industry, in June 2014.

KLMTA 2014 Gets Overwhelming Industry Response

While 4 out of the 11 categories are still open for nominations, 7 of the categories have closed with a total of 613 qualified nominations received. This figure has already surpassed the overall number of nominations received in the previous Kuala Lumpur Mayor's Tourism Awards in 2011, which was 352. The four categories that are still receiving nominations are; the media category (domestic and international), the international airline category, the international tour operator category and the Mayor's Commendable Awards category. These categories will only close for nominations on the 7th of May 2014. The reason for the longer submission deadline for these four categories is to accommodate the many nominations coming in from overseas that have to mail their supporting documents that accompany the nomination forms.

The Chairman of the awards programme organizing committee, Datuk Seri Dr. Victor Wee, announced the numbers of nominations received for each category. He said that the response from the Kuala Lumpur tourism industry was very encouraging given the large number of submissions this year. *"I am confident that by the end of the month that figure (the 613 nominations already received from 7 categories) will easily surpass the 650 mark"*, he said.

Datuk Seri Dr. Victor Wee announced that the categories of awards that have closed for nominations are; the accommodation category, the restaurant category, the tourist attraction or product category, the nightspot category, the shopping mall category, the airlines category and the medical tourism category.

The accommodation category is divided into 4 sub-categories for 5 star, 4 star, 3 star and budget hotels. A total of 133 nominations were received for all four categories. The most nominations came for the budget hotels category with 52 nominations, while the 3-Star Hotel category garnered a total of 33 nominations and the 4-Star and 5-Star categories received 24 nominations each.

The restaurant category received the most number of nominations with 129 in total. The nominees will be divided into 2 sub-categories, namely 'fine dining' and 'home grown'. The tourist attractions or products category received 31 nominations that were divided into two sub categories for 'attractions' and for 'culture and the arts'.

The nightspots category received 40 nominations while the shopping mall category received 28 nominations. The airlines category received a total of 64 nominations – 6 for domestic airlines and 58 for foreign airlines. And the medical tourism category received 15 nominations.

Only Shortlisted Nominees Will Undergo New Online Judging Process

Datuk Seri Dr. Victor Wee also announced that the judging process for the categories that have closed their nominations would begin on the 25th of April and will continue until the 30th of May 2014.

Only shortlisted nominees in each category will undergo the judging process. There are 9 shortlisted nominees for the 5-Star hotel category, 16 shortlisted nominees for the 4-Star and the 3-Star hotel category and 26 shortlisted nominees for the budget hotel category.

In the restaurant category, there are 12 shortlisted nominations that come under the 'fine dining' sub-category and 14 shortlisted nominations that come under the 'home-grown' sub-category.

There are 22 shortlisted nominees under the tourist attraction category with 11 being for 'attractions' and another 11 coming under 'culture, arts and heritage'. The nightspot category has 16 shortlisted nominees, the shopping category has 12 shortlisted nominees and the medical tourism category has 8 shortlisted nominees.

All shortlisted nominees will undergo a stringent judging process according to the pre-determined criteria set by the panels of judges.

People around the world can cast their vote

As in the inaugural awards programme, the judging process will count for 95% of the total score for each nominee, and the remaining 5% will come from the public voting. People around the world who wish to cast their vote for the shortlisted nominees, may do so by going on to the official programme website www.klmayortourismawards.com . The public voting period will run from the 25th of April to the 5th of June 2014.

The categories that are open for public voting are the accommodation category, the restaurant category, the tourist attraction category, the nightspot category, the shopping mall category, medical tourism and events category. The panels of judges will determine the international tour operator category, print media category, airlines category and Mayor's commendable awards.

“This is another unique element of this awards programme that allows for participation from members of the public and tourists. And because the public voting is online, this means that tourists who have experienced the services and products of the nominees can vote for their favourite nominees from anywhere in the world”, said the Mayor of Kuala Lumpur.

MAYOR OF KUALA LUMPUR ANNOUNCED INCENTIVES ON TOP OF THE TROPHY FOR KLMTA 2014

At the KLMTA 2014 trophy launch event, YBhg. Datuk Seri Ahmad Phesal Talib officially announced additional incentives to the winners as followings:

- **8 Winners for accommodation category will receive a trophy, certificate and cash incentive for the purpose of paying DBKL tax assessment:**
 - 5 stars:
Platinum winner – RM50,000
Gold winner – RM30,000
 - 4 stars:
Platinum winner – RM40,000
Gold winner – RM25,000
 - 3 stars:
Platinum winner – RM30,000
Gold winner – RM20,000
 - Budget:
Platinum winner – RM20,000
Gold winner – RM15,000

- The Restaurant, Nightspot, Shopping Mall, Tourist Attraction, Airlines and Medical Tourism categories will each receive trophy, certificate and RM10,000 for platinum winner and RM5,000 for gold winner worth of marketing and promotional support for the period 2014-15.

- The Print Media category will receive trophy, certificate and advertising space purchase of RM10,000 for platinum winner and RM5,000 for Gold Winner to be utilized within period 2014-15
- The events category will receive trophy, certificate and RM10,000 for platinum winner and RM5,000 for Gold Winner worth of marketing and promotion support for their next event held within the 2014-15 period.
- The International Tour Operator category will receive trophy, certificate and:
 - ✓ 3D2N sponsored travel package to attend the KLMTA 2014 gala dinner and award presentation ceremony in June 2014.
 - ✓ RM5,000 worth of free night's stay in Kuala Lumpur and RM3,000 worth of tourists attraction benefits for the period of 2014-15 for purpose of packaging holidays packages to Kuala Lumpur.

The awards presentation:

A total of 32 awards will be presented at this year's gala dinner and awards presentation event. Of the 32 awards, there will be 18 platinum awards and 14 gold awards.

Eight awards will be presented for the accommodations category – one platinum and one gold award will be presented to two recipients from each of the 5-Star, 4-Star, 3-Star and budget hotel sub-categories.

Four awards will be presented in the restaurant category – one platinum and one gold award each for the fine dining and home grown sub-categories. Also presenting four awards is the print media category with platinum and gold each for the local magazine and print sub-category and the international magazine sub-category.

Two platinum awards will be presented in the tourist attractions category. The nightspot, shopping mall, international tour operator and events categories will present one platinum and one gold award each. The medical tourism category, being one of the new categories introduced this year, will only present one platinum award. And the airlines category will present two platinum awards – one each for the domestic and foreign airlines.

There will be 3 special awards presented to outstanding individuals under the Mayor's Commendable awards. One will be presented to an individual who has made a considerable contribution towards the development of the Kuala Lumpur tourism industry and the other to an exceptional individual who is on the frontlines of the industry. The third award will be presented to a tourism connectivity provider.

Each of the award recipients will be presented with a custom designed trophy, a certificate of recognition and the rights to use the Kuala Lumpur Mayor's Tourism Awards 2014 logo in all their promotional activities and materials.

For enquiries on Kuala Lumpur Mayor's Tourism Awards 2014, please call Noraza Yusof, Head of Tourism / Secretariat KLMTA 2014, Kuala Lumpur City Hall at her mob 013-3399915 or email norazayusof@gmail.com Information on the awards programme, the shortlisted nominees, the public voting, and the latest news is available on the official awards website at www.klmayortourismawards.com

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